1. Introduction

Advertisement plays an important role growing mobile business in India. It has been gaining importance in the economy. The significance of advertising continues to increase by year. The host of new products marketed, the expenses and the risks involved in launching them, and the low cost of personal selling are among the conditions which have placed a heavy responsibility on the advertising industry.

It may be noticed that with reference to the definitions of advertisement that over a period of time it has been changed the way advertising is perceived. However, in spite of all these changes advertising has always been a very strong branch of marketing, which has continued to influence. So basically advertising is an activity of creating consumer and enhancing sales effectiveness as well as controlling the cost of products. Advertisement plays a role in the marketing of products as it provides a buying power for various product operations by affecting the behavior of consumers. Television however occupies an important ingredient due to its extensive spread worldwide in general and India in particularly.

Advertising is complex because many different advertisers try to reach many different types of audiences and many types of consumers. That's why there are many types of advertising too, so that all types of consumers can be addressed. There is not just one kind of advertising; in fact, advertising is a large and varied industry and all types of advertising demand the creative, original messages that are strategically sound and well carried out .

Media is the vehicle that is used for the delivery of the message. Some important tools of advertisement are newspapers, magazines, radio, television, direct mail and mail order, outdoor display and transportation.

Developing effective advertisements represent key ingredient of marketing communications efforts. The advertising team should define the objective of advertisement; the target audience, the message them used, the type of support needed, and any constraint apply. Then a creative works within the context of key advertising theories in selecting the correct media and designing a leverage point and message appeal that work effectively.

The hierarchy of effects can be combined with the three main elements present in attitudes; (1) cognitive, (2) affective, and (3) cognitive components. Advertisements are design to influence affective feelings cognitive knowledge, or cognitive intention to act or behave based on attitude. The process of designing ads for international markets is quite similar to that for domestic ads. The major difference is careful consideration of local attitudes with due care given to the language, custom and fashions'.

In the current highly competitive mobile phone market, manufacturers constantly fight to find additional competitive edge and differentiating elements to persuade consumers to select their brand instead of a competitor's. There are various studies conducted to identify factors that make companies better than their competitors in influencing the customers purchase decision. Consumers of mobile phone found throughout the world greatly influenced by those different factors affecting mobile phones purchase decision. These factors may be related to the characteristics of the consumer and the features associated with the mobile phone. This leads mobile phone companies to come up with a variety of mobiles with different brands and features. There is various research studies conducted to identify factors affecting consumers choice of mobile phones. These factors indicated a range of items as a determinant factor influencing purchase decision. These factors include price, features, quality, brand name, durability, social factors and so on.

1.1Advertisement Based Persuasion

A type of product promotion that attempts to influence a consumer in favor of a purchasing particular good or service. A business might engage in informative or persuasive advertising to encourage first time customers to try its product, in addition to reminding customers to purchase a product they have previously bought.

1.2 Consumer Behaviour

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends element from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually

and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics or personality and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups, and society in general.

1.3 Materialism

One particular aspect related to consumption that has gained widespread attention is – materialism. Materialism is defined as "the importance a consumer attaches to worldly possessions".

Materialism is defined as a form of philosophical monism which says that matter is the fundamental substance in nature and all phenomena including mental phenomena and consciousness are identical with material interactions.

Materialistic persons seek products that show the success and status they wish to be observed by others and themselves. Advertising strategy generally involves framing certain positive product attributes that allow differentiation from the plethora of competitors. Evidence abounds in the large body of unique advertisements seen across all media including television, the Internet, billboards, magazines, and newspapers.

1.4 Brand Image

The impression in the consumers' minds of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience. Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character. It is an accumulation of contact and observation by people external to an organization. It should highlight an organization's mission and vision to all. The main elements of positive brand image are- unique logo reflecting organization's image, slogan

describing organization's business in brief and brand identifier supporting the key values.

1.5 Advertising Appeal

An advertising appeal refers to the approach used to attract the attention of consumers and/or to influence their feelings toward the product, service, or cause. It's something that moves people, speaks to their wants or need, and excites their interest.
Advertising Appeal is a force which stimulates the customer mindset towards the product or services. It not the only factor in the marketing mix which initiates a consumer for buying the product but it is certainly one of the advertisers' most important creative strategy decisions involves the choice of an appropriate appeal.

Advertising appeals are designed in a way so as to create a positive image of the individuals who use certain products. Advertising agencies and companies use different types of advertising appeals to influence the purchasing decisions of people.

2. Introduction Of Companies

2.1 Apple: **Apple Inc.** is an American multinational technology company headquartered in Cupertino, California, that designs, develops, and sells consumer electronics, computer software, and online services. Its hardware products include the iPhone, Smartphone, the iPad tablet computer, the Mac personal computer, the iPod portable media player, and the Apple Watch smartwatch. Apple's consumer software includes the OS X and iOS operating systems, the iTunes media player, the Safari web browser, and the iLife and iWork creativity and productivity suites. Its online services include the iTunes Store, the iOS App Store and Mac App Store, and iCloud.

Apple was founded by Steve Jobs, Steve Wozniak, and Ronald Wayne on April 1, 1976, to develop and sell personal computers. It was incorporated as **Apple Computer, Inc.** on January 3, 1977, and was renamed as Apple Inc. on January 9, 2007, to reflect its shifted focus toward consumer electronics. Apple (NASDAQ: AAPL) joined the Dow Jones Industrial Average on March 19, 2015.

Apple is the world's largest information technology company by revenue, the world's largest technology company by total assets, and the world's second-largest mobile phone manufacturer. On November 25, 2014, in addition to being the largest publicly traded corporation in the world by market capitalization, Apple became the first U.S. company to be valued at over US$700 billion. The company employs 115,000 permanent full-time employees as of July 2015 and maintains 453 retail stores in sixteen countries as of March 2015; it operates the online Apple Store and iTunes Store, the latter of which is the world's largest music retailer.

2.2. Samsung: Samsung is a South Korean multinational conglomerate company headquartered in Samsung Town, Seoul. It comprises numerous subsidiaries and affiliated business, most of them united under the *Samsung* brand, and is the largest South Korean chaebol (business conglomerate).

Samsung was founded by Lee Byung-chul in 1938 as a trading company. Over the next three decades, the group diversified into areas including food processing, textiles, insurance, securities and retail. Samsung entered the electronics industry in the late 1960s and the construction and shipbuilding industries in the mid-1970s; these areas would drive its subsequent growth. Following Lee's death in 1987,

Samsung was separated into four business groups – Samsung Group, Shinsegae Group, CJ Group and Hansol Group. Since 1990s, Samsung has increasingly globalized its activities and electronics, particularly mobile phones and semiconductors, have become its most important source of income.

3.1 Review of Literature

A literature review is both a summary and explanation of the complete and current state of knowledge related to selected area of study has found in academic books and journal articles. It is an account of what has been publishes on a topic by accredited scholars and researchers. A review of published work should describe, summarize, evaluate and clarify the reviewed literature. It should lend a theoretical base for the research.

All literature in the review must be read, evaluated and analyzed and relationships between various works must be identified and articulated, in relation to the field of research. The review literature test the research question against what is already known about the subject.

Tabular Representation of the Research Papers Reviewed						
No.	**Name/s of the Author**	**Year of Publication**	**Title of the Paper**	**Objectives/Description of the Study**	**Sampling Method**	**Findings/ Limitation of the Study**
1.	B. Hulya	2015	The Effects of Materialism and Consumer Need for Uniqueness on Frugality	Aims to examine the impact the relationships between materialism, frugality and consumers' need for uniqueness	Convenience Sampling	Result shows that materialism and uniqueness have negative impact on frugality
2.	D. Darren, F.G. Eileen and V. M. Johar	2015	Material Parenting: How the Use of Goods in Parenting Fosters Materialism in the Next Generation	This research introduces the concept of material parenting, in which parents use material goods to express their love or to shape children's behavior	Simple Random Sampling	Results suggests that material parenting may influence children's material values by (possibly unintentionally) encouraging them to use possessions to shape and transform the self
3.	Sigal, S., s. Aviv and G. Yossi	2015	A closer look into the materialism construct	This study aims to unbundle the materialism-antecedents and consequences	Stratified Sampling	Results indicate that specific facets have more weight than others.

4.	Anne, R, P. S. Fernando and P. Ana	2015	Two sides of a coin: Connecting corporate brand heritage to consumers' corporate image heritage	This article connects consumers' corporate image heritage to a company's corporate brand heritage	Convenience Sampling	The results reveal that community members' corporate image heritage differs from the company's view of its corporate heritage brand
5.	Defeng, Y., L. Yue , Z. Wenting and S. Chenting	2015	Going green: How different advertising appeals impact green consumption behavior	This research explores how abstract appeal and concrete appeal can encourage consumers to purchasing products	Stratified Sampling	The result show that when green products associate with the benefit of other, abstract appeal is more effective
6.	Lianxi, Z., P. Patrick and W. Haizhong	2015	Consumers' reactions to global versus local advertising appeals: A test of culturally incongruent	This study experimentally examines consumers' reactions to culturally incongruent images in advertising	Stratified Sampling	Results were drawn on the persuasion knowledge perspective; the authors argue how advertising image incongruence

			images			
7.	Crawfor da, H. J., and G. D. Gregory b	2015	Humoro us advertisi ng that travels: A review and call for research	This article undertakes review and synthesis of literature on humor in cross-cultural advertising to produce research taxonomy	Strati fied Samp ling	This article undertakes a systematic review and synthesis of literature on humor in cross-cultural advertising to produce research taxonomy
8.	Halimin , H., S. S. Gaur and F.Y. Sh eau	2015	Consum er Emotion al Respons es to Emotion al Appeal Advertis ing Within an Online Social Network Context.	This study demonstrates that emotional responses to advertising cannot be ignored	Quot a Samp ling	This study demonstrates that emotional responses to advertising cannot be ignored rather, they warrant a company's full attention.
9.	Allan, C. L, G. Dogan and D. C Giacom o	2014	The Influenc e of Materiali sm on Ecotouri sm Attitudes and	This study examined the relationships among materialism, ecotourism attitude, ecotourism interest,	Strati fied Samp ling	Findings indicated that individuals' materialistic value has negative relationships with their ecotourism

			Behaviors	ecotourism intention, and willingness to pay a premium for ecotourism		attitude, ecotourism interest, ecotourism intention, and willingness to pay a premium for ecotourism products and services
10.	Lan, N. C, P. H. Ronald and R. J. Deborah	2014	Poverty and Materialism: A Look at Impoverished Versus Affluent Children	The research provides a first glimpse into the consumer values of impoverished children	Stratified Sampling	Results shows that younger children (ages 8–10 years) from poor families exhibit similar levels of materialism to their more affluent peers
11.	Wenceslao, U., D. Helga, L. V. Vivian and V. Maarten	2014	Materialism and Well-being in the UK and Chile: Basic Need Satisfaction and Basic Need Frustration as Underlying Psychological	The research was done to find out the impact of materialism on well- being of UK and Chile.	Quota Sampling	materialistic value orientation related negatively to well-being and positively to ill-being and that both psychological need satisfaction and psychological need frustration played an explanatory role

			Processes			
12.	Vassiliki, G. and P. M. George	2014	Antecedents of young adults' materialistic values	study integrates the life course paradigm to assess the effects of earlier-in-life experiences	Simple Random Sampling	Results suggest that in early life affect the development of materialistic values, while peers have no discernible influence.
13.	Michael, P., K. William, V. Andrea	2014	Relationship between the dominant social paradigm, materialism and environmental behaviours in four Asian economies	This papers aim is to test the relationships between the Dominant Social Paradigm (DSP), materialism, environmental concern, and environmental behaviours	Convenience Sampling	Results shows that the relationships within the model were all confirmed, with the exception of the link between the DSP and environmental concern, which was positive
14.	Madeline, J. and M. Zinkhan	2014	Defining and Measuring Company Image	The purpose of this paper is to review the definitions of corporate image which have been proposed over the years and to attempt to develop a synthesis	Convinience Sampling	A special emphasis is placed on identifying the dimensions which underlie corporate image

15.	Zhiyong, Y., D. Laurette and M. Zhenfeng	2014	Males' Responses to Negative-Emotion Advertising Appeals: Effects of Gender Role Socialization and Disposition Toward Rational Thinking.	This paper studied consumer responses to advertising appeals featuring anger and anxiety, two negative emotions that differ in agency appraisals	Stratified Sampling	Results confirmed expectations that consumer response is a function of the congruency between the degree of agency conveyed by the emotional appeals
16.	Jau, S. W., Y. F. Cheng and Y. Chu	2013	Effect of Celebrity Endorsements on Consumer Purchase Intentions: Advertising Effect	This study used the case of advertising spokespersons for cell phones with general consumers as subjects.	Simple Random Sampling	The results showed that celebrity endorsements, advertising appeal, and advertising effect significantly and positively affect consumer purchase
17.	Vanessa, B., M. T. Monique and S.	2013	Shame-Free Guilt Appeals: Testing	The purpose of this study was to explore distinct cognitive and emotional	Stratified Sampling	The result shows that shame was correlated with both anger and

	P Ryan		the Emotional and Cognitive Effects of Shame and Guilt Appeals	outcomes resulting from shame relative to guilt appeals.		perceived manipulative intent whereas guilt was not
18.	Sona, L, Eva , F. Renáta, L. Karel and P. T. Thomas	2013	Money is Power: Monetary Intelligence—Love of Money and Temptation of Materialism Among Czech	It explore the extent to which individuals' meaning of money is related to the pursuit of materialistic purposes, and test our model using the whole sample and across college major and gender	Stratified Sampling	It was concluded that *formative* models are superior to *reflective* models. Second, for the *reflective* model, money represents power, good, achievement, and not evil, in the context of materialism
19.	Yongjie , C., Y. Meilin and Y. Wenfan	2013	Materialism and well-being among Chinese college students: The mediating role of basic psychological	It examines the relationship between materialism and well-being among Chinese college students	Simple Random Sampling	The results shows that basic psychological need satisfaction partially mediated the relationship between materialism and life satisfaction and fully

			need satisfacti			mediated the relationships among materialism and emotional well-being, subjective vitality, and self-actualization
20.	Fang, L., L. Jianyao, M. Dick and S. Huangting	2012	Self-congruity, brand attitude, and brand loyalty: a study on luxury brands	This study aims to examine the effects of three self-congruity constructs: the brand's personality congruity (BPC), the brand's user imagery congruity and the brand's usage imagery congruity	Simple Random Sampling	This study provides the first evidence that these self-congruity concepts may represent different imageries that lead to different effects in brand attitude and brand loyalty
21.	Magali, J. and G. Cliquet	2012	Retail brand equity: Conceptualization and measurement	This article focuses on retail brand equity to understand where this retail brand value stems from and how to measure it	Convenience Sampling	Results show that retail brand awareness and perceived quality explain the most significantly retail brand equity
22.	Andrea, C., Morales, C. Wu. Eugenia and G.	2012	How Disgust Enhances the Effectiveness of	The current research explores the role of disgust in enhancing compliance with fear appeals	Stratified Sampling	The results demonstrate that adding disgust to a fear appeal appreciably

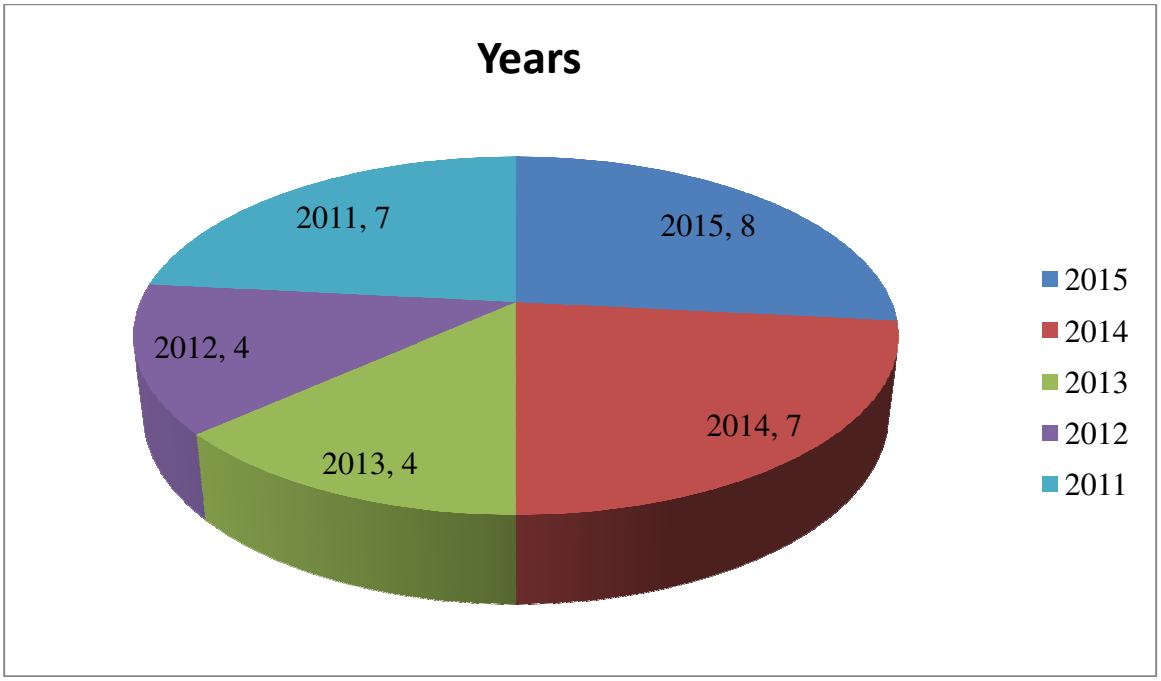
	J. Fitzsimons		Fear Appeals.			enhances message persuasion and compliance beyond that of appeals that elicit only fear
23.	Hirsh, J. B., S. K. Kang and G.V. Bodenhausen	2012	Personalized Persuasion Tailoring Persuasive Appeals to Recipients' Personality Traits	It examine whether a persuasive appeal's effectiveness can be increased by aligning the message framing with the recipient's personality profile	Simple Random Sampling	The results suggest that adapting persuasive messages to the personality traits of the target audience can be an effective way of increasing the messages' impact
24.	Adamantios, D., S. Bodo and P. Dayananda	2011	The relationship between country-of-origin image and brand image as drivers of purchase intentions: A test of alternative perspectives	The purpose of this paper is to empirically contrast two competing perspectives of the potential influence of country-of origin image (COI) on purchase intentions	Stratified Sampling	The paper provides comparison of alternative models depicting potential COO influence on behavioral outcomes in distinct country/brand combinations

25.	Xuemei, B. and M. Luiz	2011	The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: Direct and indirect effects	This research seeks to examine the impact of perceived brand image, direct and indirect effects	Convenience Sampling	Evidence of involvement as a moderator does not exist. Brand image is not a mediator of the effects of involvement/ knowledge on purchase intention
26.	Hsiang, M. L., C. L. Ching and W. Cou-Chen	2011	Brand image strategy affects brand equity after M&A	The purpose of this study is to examine the relationship between the variance of two brand images and dimensions of brand equity after M&A	Simple Random Sampling	Results show that the greater the perceived differences between acquirers and acquired brands, the more the brand equity of the acquirer will increase
27.	Paul, C.S., Wu, G. Yeh and C.R. Hsiao	2011	The effect of store image and service	This study aims to investigate the direct effects of store image and service quality on brand image and	Convenience Sampling	Store image has a direct and positive effect on the purchase intention of the

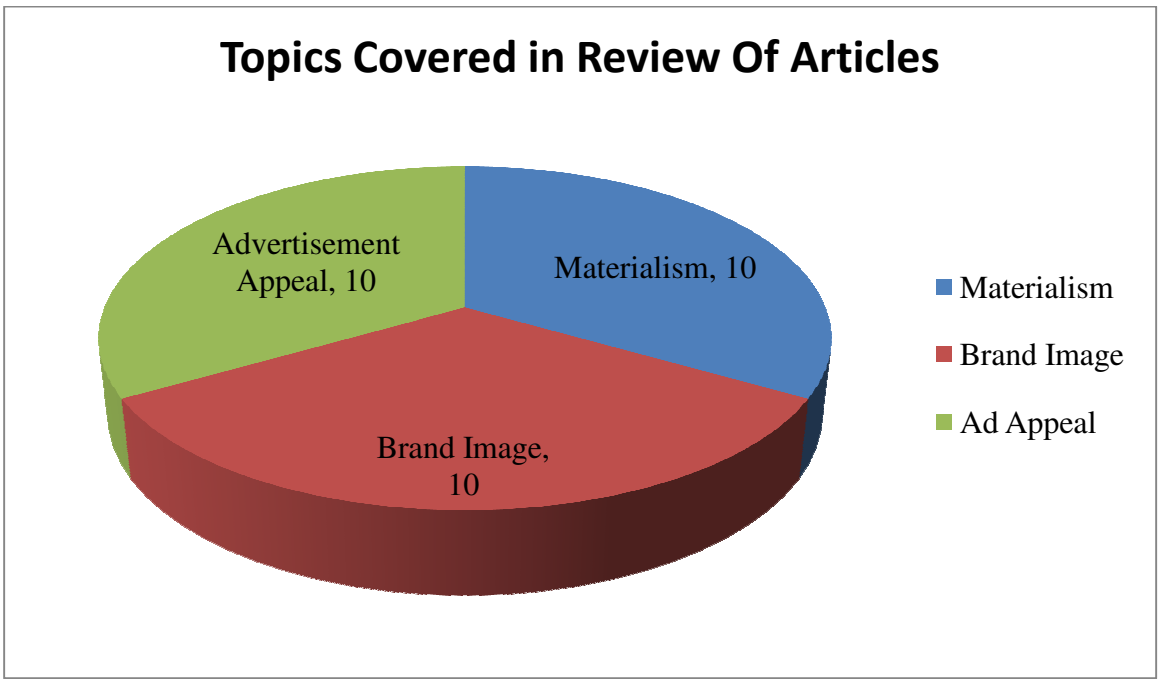
			quality on brand image and purchase intention for private label brands.	purchase intention		PLB; service quality has a direct and positive effect on the PLB image.
28.	Maha, M., E. Christine and W. Kortam	2011	Brand equity in higher education	It explore the implications for management practice	Stratified Sampling	The results provide that image-related determinants of brand equity being far more significant than awareness-related determinants
29.	Shamindra, N. S. and S. K Datta	2011	The effect of country of origin on brand equity: an empirical study on generic drugs	The purpose of this paper is to explore the impact of country of origin image on brand equity of branded generic drugs.	Quota Sampling	Results showed that country of origin image had a positive and significant effect on components of brand equity
30.	Paul, C.S.,Wu and Y.C. Wang	2011	The influences of electronic word-of-mouth message	The purpose of this paper is to use positive electronic word-of-mouth (eWOM) settings to examine the influence of message source	Stratified Sampling	The result shows that positive eWOM message with higher message source credibility

			appeal and message source credibility on brand attitude	credibility on brand attitude		indicates a better brand attitude than the eWOM message with lower message source credibility.

➢ Years wise Distribution of Review of Articles:



➢ Topic wise distribution of Review of Articles:



Book Review:

Book Review 1:

Name of the Book: Advertisement Management

Author	:	Jaishri Jethwaney
Co- author	:	Shruti Jain
Publisher	:	Oxford University Press
Publish Date	:	2012
ISBN-13	:	978-0-19-807412-0
ISBN-10	:	0-19-807412-3
Number of Pages	:	651

1.1 About the Authors:

Jaishri Jethwaney, Professor, Indian Institute of Mass Communication (IIMC), New Delhi, has more than 35 years of industry and academic experience. Dr Jethwaney has also worked with various international bodies and is the author of Corporate Communication: Principles and Practice (OUP, 2012)

Shruti Jain, Vice President and Global Head- Corporate Communications and Branding, EXL Service, India, has two decades of experience in the field of communication and advertising. She is also a visiting faculty at various communication and advertising institutes.

1.1 About the Book:

This is a comprehensive textbook specially designed to meet the specific syllabi requirements of postgraduate students of management and mass media, and stand alone courses in advertising. The book explores the core concepts of advertising through practical applications, take particularly from the dynamic Indian business environment. It covers theoretical foundations of advertising, brand building through advertising, campaign execution and agency relationships, and the use of marketing research techniques for developing and evaluating marketing strategies.

Among the other important topics discussed, advertising agency - structure, process, and relationships, advertising strategy and planning process, consumer behaviour and advertising, sales promotion, its various types and tools, rural advertising, and advertising law and ethics have been dealt with in substantial detail.

In this second edition of the book, most of the chapters have been revised to include the latest examples and emerging trends. In keeping with the constant changes in the field as well as changing paradigms in society, most examples have been replaced with recent advertisements. Video exercises have been included in this new edition to inculcate analytical skills that students require in professional life.

The chapters have also been recognized in order to provide more coverage to the allied areas of marketing communications. Separate chapters on sales promotion, direct marketing, and digital advertising add more depth to the content and make it holistic.

Chapter 1 (Introduction to Advertising Management): It deals with defining the marketing. It further contains the area of mass communication and marketing like advertising, salesmanship, sales promotion, publicity, public relation, and marketing public relations. It then defines what is marketing communications, advertising, and role of advertising. It also explains the theories of advertising and functions of advertising.

Chapter 2 (Advertising in Historical Perspective): It deals with the evaluation of adverting like advertising in the pre- printing era, the industrial revolution, advertising between the world wars and the great depression. It contains the detailed information about history of Indian advertising.

Chapter 3 (Brand Building and Advertising Management): It starts with defining the brand, what is in brand, how has brand management evolved, life cycle of a brand. It further explains the brand positioning and the role of advertising, brand consumer relationship, needs to measure brand value, power brands. It then defines the meaning of brand image, what builds a brand, corporate brand, brand identity, brand equity and brand audit.

Chapter 4 (Advertising Agency-Structure and Processes): It discusses the role of advertising agencies in advertising and sales promotion and looks at their types, structure, and functions, and the contribution of various specialist departments.

Chapter 9 (Digital Media and Advertising): It discusses the emerging trend of digital advertising. It includes various aspects of social media as part of advertising strategy.

Chapter 10 (Agency Relationships): It discusses the management of agency relationships and the process of determining client viability and profitability, and explains the process of financial planning and monitoring.

Chapter 11 (Advertising Classification and Current Issues): It discusses the various categories of advertising and the impact of changing gender roles and biases.

Chapter 12 (Advertising-Laws and Ethics): It discusses the legal framework concerning advertising and examines issues related to surrogate advertising and intellectual property rights.

Chapter 13 (Introduction To Sales Promotion): It deals with the basics of sales promotion activities, the various strategies involved, mapping sales promotion effectiveness, and planning a sales promotion campaign.

Chapter 14 (Tools of Sales Promotion): It takes these concepts forward and discusses sales promotions aimed at consumers, traders, and the sales force.

Chapter 15 (Direct Marketing): It discusses the fundamentals of direct marketing, its growth, and various media strategies used for it.

Chapter 16 (Public Relations): It discusses the role of public relations as a tool in the promotional mix and its relevance in brand building.

Chapter 17 (Rural Advertising in India): It discusses the need, scope, and challenges of rural advertising and the rural marketing and advertising strategies of Indian business organizations.

Chapter 18 (Globalization in Indian Advertising): The last chapter of the book discusses the impact of globalization on advertising and sales promotions and the future outlook on advertising in India.

Book Review 2:

Name of the Book: Advertisement: Planning and Implementation

Author	:	Sangeeta Sharma
Co- author	:	Raghuvir Singh
Publisher	:	PHI Learning Private Limited
Publish Date	:	2006
ISBN	:	978-81-203-2973-7
Number of Pages	:	478

1.1 About the Authors:

Dr. Sangeeta Sharma is associate professor in the Department of Languages at Birla Institute of Technology and Science (BITS), Pilani (Rajasthan). With over 15 years of teaching experience Dr. Sharma has to her credit many research papers published in national and international journals. She has also co-authored a book on Technical Communication and has been the editor of International Journal of Communication.

Raghuvir singh is director, JK Padampat Singhania Institute of Management and Technology, Gurgaon. Earlier, he was executive secretary and programme director at Indian Society for Technical education (ISTE), New Delhi. He has over 13 years of experience in teaching postgraduate students of management in various repute institutes like Birla Institute of Technology and Science (BITS), Pilani (Rajasthan).

1.2 About the Book:

Advertising has today become an indispensable marketing tool of the corporate world. The advent of the internet, e commerce, desktop publishing and computer aided designing has revolutionized the advertising world.

This book provides an in-depth coverage of the concepts related to advertising, media planning and creativity in advertising. Divided into five parts, the text covers all the important aspects of advertising, including the changing face of advertising world, web advertising and the concept of IMC. It describes in detail how to develop and execute an effective advertising campaign by understanding consumers mind and conducting advertising and media research. It enables the reader to assess, review and modify an advertising campaign or a media plan.

Chapter 1 (Advertising: Introduction): It starts with describing the advertising world, importance of advertising. It then defines the meaning of advertising, history of advertising, classification of advertisements and advertising functions.

Chapter 2 (Advertising and Society): It deals with defining the impact of advertising, benefits of advertising, impact of ads on children, women and

advertising, ethics in advertising, codes of ethics and corporate social responsibility.

Chapter 3 (Advertising: A Marketing Tool): It describes the marketing concepts, marketing process; marketing tools like PLC Curve, SWOT Analysis, marketing plan and also explains the advertising agencies.

Chapter 4 (The Consumer Behaviour): It defines the consumer behaviour and marketing strategy, nature of buyer behaviour, learning, memory and motives, motivation, personality and emotions and consumer decision process.

Chapter 5 (Advertising Planning): It starts with explaining the strategic planning, the marketing plan, advertising plan, background, situation analysis, marketing objectives, and advertising objectives. It then deals with defining the positioning: brand image and brand personality.

Chapter 6 (Advertising Research and Account Planning): It defines the purpose of advertising research, purpose of advertising research, advertising objectives, components of advertising research, advertising strategy research, other objectives, media research, account planning and various positions and functions in a full service agency.

Chapter 7 (Working of Advertising): It deals with how to develop an effective advertising and understanding of how advertising works, how communication works, advertising response hierarchy models, developing advertising campaign, deciding advertising appeal, advertising execution and media mix decisions.

Chapter 8 (Role of Creativity): It describes the meaning of creativity, creativity and advertising, elements of creative advertising, key factors in successful advertising, planning creative strategy, taking creative risks, the creative process and too much appeal.

Chapter 9 (Creativity through Language): It explains the role of copywriter, importance of language, rhetoric of advertising and linguistic deviations.

Chapter 10 (Layout of Advertising): It involves the steps of pre-designing phase of an ad, components of print ad, the layout, some mistakes to avoid and be different.

Chapter 11 (Print Media): It defines the advertising media, characteristics of the press, categories of press, directory advertising, direct mail advertising, outdoor advertising and transit advertising.

Chapter 12 (Television and Radio): It describes the television advertising, advantages, limitations, deception, network versus spot, developing an effective campaign and radio advertising.

Chapter 13 (Web Advertising): It deals with the importance of online advertising, objectives of online advertising, types of online advertising, the five mutable laws of web marketing, integrated online advertising with traditional media and challenges of online advertising.

Chapter 14 (Advertising in a Multicultural Environment): It describes the evaluation on international advertising, international perspective, intercultural advertising, economic environment, demographic environment, cultural environment, political and legal environment, international advertising, internet advertising, laws and regulations and future of global advertising.

3.2 Research Design

Research Design is prepared for conducting a research study. It is logical and organized arrangement of information. It defines the objectives to be studied, and the methods and techniques to be adopted. Research design is a framework which directs the researchers in which direction the research needs to be taken.

Descriptive Research Design
The kind of research is used to describe characteristics of a group, object or individual. The study will be done with special reference to Apple and Samsung. Secondary date is collected for this research design.

Exploratory Research Design
This type of research is useful for the research study as the researcher has very little knowledge about the area and wants to explore new ideas in research. This research design is based on primary data.

3.3 Research Gap

From the above review of article it was concluded that a deep research has been done in the field of materialism, brand image, advertisement appeal and advertisement based persuasion. Studies were mostly conducted in foreign countries. These reviews basically deals with the impact of materialism, brand image, advertisement appeal on advertisement based persuasion individually. A combine study on impact of materialism brand image, advertisement appeal on advertisement based persuasion is not yet done. Therefore a deep study is required impact of advertisement based persuasion on buying behaviour in mobile handset market (with special reference to Apple and Samsung) are very rare.

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3.4 Justification and Relevance

In today's world consumers are not persuaded by illogical or irrational promises and can see through ill-conceived ideas. It is surprising to learn that 80 to 90 percent of new products launched FAIL. Smart marketers hold the utmost respect for their consumers in two ways: 1) delivering product quality and 2) using honest advertising. Think about yourself as a consumer for a moment. How do you respond to the advertising you are exposed to each day? Do you run out and buy everything you see and hear advertised? Are you easily convinced that you absolutely need to buy a product?

After reviewing the research papers it has been observed that the studies relating to impact of advertisement based persuasion on buying behaviour in mobile handset market (with special reference to Apple and Samsung) are very rare.

In this backdrop, I have opted the topic for the purpose of research on "Impact of Advertisement Based Persuasion on Buying Behaviour in Mobile Handset Market (with special reference to Apple and Samsung)

3.5 Objectives of the Study

The main objective of the study is to understand the effect of materialism, brand image and advertising appeal on advertisement based persuasion with special reference to Apple and Samsung and also:

1. To study the impact of the advertisement based persuasion on buying behaviour in mobile handset.
2. To study the effect of materialism on buying behaviour.
3. To study the effect of brand image on buying behaviour.
4. To study the effect of advertisement appeal on buying behaviour.

3.6 Hypothesis

Hypothesis is a statement of prediction which is to be proved or refused after testing. It gives the prediction on what can happen in the research study.

$H_{0:}$ There is no significant impact of advertisement based persuasion on buying behaviour in mobile handset market.

$H_{a:}$ There is a significant impact of advertisement based persuasion on buying behaviour in mobile handset market.

3.7 Sample Design

The sampling arrangement for the study has been prepared depending on the background of the study. The standards on which sampling will be conducted are as follows:

Sample Technique **:** Convenience Sampling Method

Sample **:** Consumers

Sample Size **:** Sample Size determined by using Krejcie $ Morgan (1970).

Area of survey : Jaipur

The sample size for this study is 600. Sample will be selected from different profession groups and income groups. They all are users of mobile phone.

3.8 Data Collection Methodology

Primary data has been collected through questionnaire filled from 600 respondents.

The respondents have been selected by convenience sampling. The division of the data collection was on the following basis:

Apple and Samsung
Apple : 300
Samsung : 300

Primary data has been collected through structured questionnaire. Secondary data has been collected from company's website, industry reports, related literature in books and journals, both national and international.

Study largely depends on primary source of data. In respect to support the information's reference, secondary data has been taken from journals, articles, internet both published and unpublished.

Chapterisation

Chapter: 1 Introduction

1.1) Meaning of Materialism

1.2) Meaning of Brand Image

1.3) Meaning of Advertising Appeal

1.4) Meaning of Advertising Based Persuasion

1.5) Meaning of Consumer Buying Behaviour

Chapter: 2 Introduction of Companies

2.1) Apple

2.2) Samsung

Chapter: 3 Research Methodology

3.1) Review of Literature

3.2) Research Gap

3.3) Justification & Relevance of Study

3.4) Objectives of Study

3.5) Hypothesis

3.6) Sample Design

3.7) Data Collection Methods

Chapter: 4 Data Analysis & Interpretation

4.1) Graphical Analysis

4.2) Statistical Analysis

Chapter: 5 Conclusions

5.1) Findings

5.2) Suggestions

5.3) Scope for Future Research

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Appendices

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